

# Claims

- [c1] A method and system for Advertisers using Cycle Hits and Hits History, wherein a website promoter is charged in proportion to the Hits History score value of each webpage or account, increasing in this way a dynamic system of price for each keywords; wherein promoters with similar Hits History are segmented in group related to their Hits History score value and/or business size, wherein each group have an score value that will influence the cost to keep the Ads listed, groups and promoter with higher Hits History will have to pay a higher price to be listed, the cycle will end when promoters reach their top price to keep their Ad listed, as a result Ad is unlisted for a short period and listed again at the minimum entry fee for each group with similar Hits History, as promoters without Hits History will list their Ad paying a minimum entry fee meanwhile they create a Hits History related to their account, as each client has one unique account identifier that could be related to their business, webpage, or tracking system used by marketing media, search engine and internet network.
- A system according to claim 1, wherein the accounts with similar Hits History and cycle Hits History can be

grouped, tracked and stored in a server database, wherein an automatic Hits History score generates a value that match the account with a group, comprising a combination of Score Value that uses at least one of this elements: similar Hits History score value; period of time displayed score value; similar website traffic score value; similar budget size score value; similar terms and keywords value, similar type of business and/or company earning (accounting) score value; similar sell season score value; rotation group score value; placement score value; popularity score value; account credit score value and rotation and exchange groups used with partners value.

The system and method according to claim 1, wherein pay Advertisements (or Ads) will appear in the listing results list page, generated by search engine, as a result of generated search result list substantially in real time, in response to a search request from a searcher using a computer network, comprising: maintaining a database including Hits History groups associated with popularity of search listings; wherein each search listing is associated with a network location; at least one search term; that is associated with a Hits History group and Ads; related to grouped accounts with similar search term, keywords or description.

The system according to claim 1, wherein the Cycle Hits

History began with the placement of Ads related to clients accounts, wherein a client defines his budget to keep the Ads listed in the group, with the option to use caps related to a position into the group, as continuous Hits on the Ads creates a score value that rises the price for the client to keep the Ads listed, when the client reaches their top price or cap, the Ad is unlisted for a period of time, after that period, the Ad can be listed again into the group, paying a minimum entry fee related to each group previous average Hits History score value, as cost to keep the Ad listed will rise again in relation to the score value and relative to the amount of Hits the Ad gets to the end of the cycle, allowing search engine or directory to have a dynamic use of listing space, especially in groups with high density associated to popular search terms or keywords.

The system according to claim 1, of allowing the option for the search engine to use rotation system into each group to create a dynamic placement, which also means that the price can be associate to number of rotation that client defines into the same group, exchange group in the same network, or group using partner's network.

The method of placement according to claim 1, of allowing exchange group rotation system, compromising different search engine or partners connected to a common database of clients account, wherein Advertisers can dis-

play their Ads in a rotation matter from one search engine to other, into a similar Hits History group, priced for the option to be rotated into a list of search engine participants, same search terms and keyword, as rotation group allow the Ads to be rotated through a list of search engine participants comprising at least one of this elements: similar Hits History group, period of time displayed in each page participants, similar amount of Hits per each page participants, similar budget size.

The system according to claim 1, of allowing a common database of clients waiting list, referring to promoters that wait for a position when a group is full, or clients that determinate a range price they want to pay for displaying their Ad, where clients may be grouped by similar keywords and term, similar budget size, or range price determinate by clients; then the search engine participants with access to the database can post offers to the clients, allowing a bidding process between search engine participants to get a large group of clients to be listed in their engine, as a result, the best search engine offer win a group of clients to optimize their listing space.

The method of placement according to claim 1, wherein groups that compromise more elements, have a highest score value and a preferred position in the listing, online media or search engine network will also influence the

score value of each element to balance the groups, as groups with low score value will have less elements and less preferred placement, as each group will have a number of assigned rotation placement spot, where any client can enter, paying an entry fee related to this group and type of spot, as price will rise in relation to display time and/or Hits History score the Ads get in the process.

The system according to claim 1, of providing a placement using cycle Hits History and Hits History structure to price listing: on webpage, listings in a pay for placement database search system, search engine, directory, internet network, and other form of marketing media; Hits History compromises also a continuous rise of Ad's cost, in relation to each group Hits History, and value generated by continuous Hits per Ads into each group. The system according to claim 1, wherein Hits History Score Value system have the ability to integrate any part of their elements as an improvement, to currents online marketing media.

Method of placement an interactive pay Ad in search engine internet network, using cycle Hits History, wherein each Ad gives the user the possibility to use a button that play or stop voice message, video or graphic format, related to search term and keyword selected by user on search engine page result on the internet network.

The method of placement according to claim 11, wherein interactive Ads are linked to multimedia file data objects with metadata; as Swfs and Flash to display interactive low-bandwidth multimedia Ads, as a result of keyword search term generated by the search engine network, the Ads can use a button to play or stop a voice or video file related to the Ad for more info, as searcher can also click hyperlink to go to promoter website.

It is claim that many modifications and variations may be devised given the above description of the principles elements of the invention and It is intended that all such modifications and variations be considered as within the spirit, scope and subject matter of this invention.